

Vision Statement

The Frisco Convention & Visitors Bureau is committed to providing the maximum return on investment to the City of Frisco, and our tourism and convention partners, by striving to be a highly effective sales and customer service organization. The CVB will also facilitate economic growth and vitality by creating Destination Frisco, an independent committee of stakeholders in the community, focusing on destination product development.

Mission Statement

The mission of the Frisco Convention & Visitors Bureau is to market Frisco as a year-round destination, generating awareness and positive economic impact.



Staff

Discover Texas'
Rising Star!

- **Marla Roe** Executive Director
- **LaChelle Evans** Sales Manager-Sports, State Assn, SMERF
- **Scott Silvia** Sales Manager—Corporate, Religious, Natl Assn
- **Jennifer Kimble** Convention Services, Tourism
- **Denise Stokes** PR/Communications
- **Vicki Blakely** Administrative Secretary



Board of Directors

- **Peter Streit, Chair**
 - **Chris Reynolds, Vice Chair**
 - **Deina McNabb, Secretary**
 - **Bill Bretches**
 - **Tom Garcia**
 - **Carl Stuckey**
 - **Michael Hitchcock**
 - **Tom Lewis**
 - **Randy Locey**
 - **Steve Lay**
 - **Chris Johnson**
 - **Tony Felker**
- Hotel Rep**
 - Restaurant Rep**
 - Frisco Square/Downtown Rep**
 - At-Large Rep**
 - Hotel Rep**
 - Retail Rep**
 - Frisco Chamber Rep**
 - At-Large Rep**
 - Sports Rep**
 - Ex Officio**
 - Ex Officio**
 - Ex Officio**



Primary Source of Funding: Hotel Occupancy Tax

Discover Texas'
Rising Star!



13% Collected
7% to City
6% to State

Funds:

- CVB
- Frisco Assn for Arts
- Special Events
- Debt Service for:
 - Ballpark
 - Conference Center



Current Hotels:

| | <u>No. Rooms</u> |
|--|------------------|
| 1. Embassy Suites: full service | 330 |
| 2. Westin Stonebriar Resort: full service | 301 |
| 3. Holiday Inn Stonebriar: full service | 120 |
| 4. Homewood Suites by Hilton: limited service | 117 |
| 5. Hampton Inn Hotel & Suites: limited service | 105 |
| 6. Holiday Inn Express Hotel & Suites: limited service | 61 |
| 7. Sheraton Stonebriar | 119 |
| 8. Comfort Suites | 109 |
| 9. Aloft Frisco | 136 |
| 10. Hilton Garden Inn | 102 |
| Total Existing Hotel Rooms: | 1,500 |

Hotels under Construction:

Hotels Pending Development:

| | | |
|--|------------|----------|
| 11. Sheraton Stonebriar Phase 2: full service | 131 | TBA 2010 |
| 12. Wingate Inn: limited service (121 & Independence) | 100 | TBA 2010 |
| 14. Holiday Inn Express Hotel: limited service (Hwy 121 & Legacy) | 94 | TBA 2010 |
| 15. Go Marriott, Courtyard | 150 | TBA |
| 16. Nylo | 127 | TBA |
| 17. Four Points Sheraton (no info at this time) | | TBA |
| Total hotel rooms pending: | 602 | |

Total hotel rooms under construction and pending:

Total hotel rooms existing, under construction or announced: **2,102**

Business We Pursue

Discover Texas'
Rising Star!

Leisure Visitors

Shopping: Stonebriar Centre, IKEA,
Sam Moon, The Centre at Preston Ridge
GattiTown, Dave & Busters, Strikz, Main
Event

Arts/Sculptures & Heritage Museum
Concerts at Pizza Hut Park & Dr Pepper
Arena



Sports & Spectators

Discover Texas'
Rising
Star!



Pizza Hut Park

FC Dallas

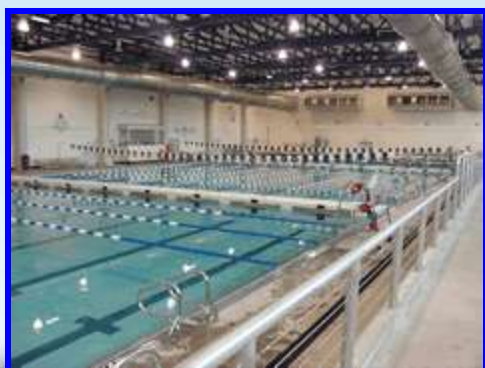
Dr Pepper Ballpark

Frisco RoughRiders



Dr Pepper StarCenter

Dallas Stars



Fieldhouse USA

Basketball



Conventions & Meetings



Local & Regional
Corporate
State, Regional and
National Assn
Religious
Sports
SMERF



How We Find The Business

- **Tradeshows & Conferences**
- **Sales missions/sales blitzes**
- **Daily phone solicitation**
- **Database research**
- **Referrals**
- **Advertising**



Client Events in Frisco

We also host meeting
planner and travel writer
familiarization tours



Advertising

Discover Texas'
Rising
Star!

FRISCO
THE PLAYING FIELD OF CHAMPIONS

Photo: Matt Davis
Dr Pepper Arena
TX Popper Stadium

A primary tournament destination for America's rising stars, Frisco offers first class sports venues with access to professional fields, sports-friendly hotels and plenty to do after the game. Just 30 minutes from Downtown Dallas and DFW International Airport.
toll free 877.463.7472 | VisitFrisco.com

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU

FRISCO
YOUR NEXT MEETING PLACE

VisitFrisco.com

FRISCO TEXAS
YOUR MEETINGS PARTNER

VisitFrisco.com

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU

Modern Meeting Facilities
Exciting Off-site Venues
Varied Dine Around options

Frisco is a great place for your next meeting. With affordable, award-winning hotels, you are sure to find the perfect choice for your meeting! You and your delegates will be thrilled to find abundant shopping like IKEA and Stonebriar Centre, four professional sports teams, golf, the second largest ballroom in Texas and incredible works of art!
toll free 877.463.7472 | VisitFrisco.com

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU



Public Relations & Communications

Discover Texas' Rising Star!

Publicity efforts are focused on getting positive stories written about Frisco with a concentration on regional exposure, meeting planner and trade publications

Texoma Culture

MUSCUM REVEALS A CENTURY OF "PROGRESS IN MOTION"

Newest attraction unlocks history

...the new attraction is a...
...the new attraction is a...
...the new attraction is a...

McKinney artist named to national board of directors

...the new attraction is a...
...the new attraction is a...
...the new attraction is a...

Conference Centers: beyond the Practical

My Austin Neighbor

...the new attraction is a...
...the new attraction is a...
...the new attraction is a...

FRISCO, TEXAS

Capturing The Sports Market BY MICHELLE MARTIN

Fields & Facilities

...the new attraction is a...
...the new attraction is a...
...the new attraction is a...

www.visitfrisco.com



www.VisitFrisco.com

Press Releases



For more information, please contact Denise Stokes
dstokes@visitfrisco.com
(972) 292-5256

FRISCO CVB OFFERS REASONS FOR BUSINESS AND LEISURE TRAVELERS TO SHOP FRISCO

New Money Saving Coupon Book Now Available to Visitors

(Frisco, Texas) July XX, 2008 – In a place where there is more than 5 million square feet of retail and dining options, shopping is never out of season in Frisco. The Frisco Convention & Visitors Bureau wants to help bargain hunting visitors take advantage of that with the new Shop Frisco Savings Book.

Retail stores and restaurants combined provide valuable savings in the new Shop Frisco Savings Book included in vacation packages at visitfrisco.com and completely free for visitors who come from a distance of 50 miles or more.

Whether it is a girlfriend getaway, family shopping spree, or a tax free shopping weekend, save on discounts that range from 10% to 30%, buy one get one free offers and complimentary appetizers. SteinMart, IKEA, Clarks, the California Pizza Kitchen, and the new Frisco Heritage Museum are just a few of the places offering coupons that are valid through December 31, 2008.

Frisco Convention & Visitors Bureau Tourism and Convention Services Manager Jennifer Kimble says, "The Shop Frisco Savings Book was developed out of the desire to provide the best service possible to our business and leisure travelers. We hope guests will enjoy the savings and return time and time again."

Shop Frisco Savings Books are available through the Frisco CVB (info@visitfrisco.com), to hotel guests at the front desk, Stonebriar Centre customer service desk, and travel information centers at Texas points of entry in Texarkana, Waskom, Gainesville, Denison, and Wichita Falls.

ABOUT THE FRISCO CVB:

Founded in 2004, the Frisco, Texas CVB has grown in tandem with the extensive growth of leisure travel, sports and meeting facilities in the area. It's our mission to generate positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, and leisure travel and to positively impact the economic base of the City of Frisco. For more information, visit www.visitfrisco.com or call 877-GO-FRISCO.



For more information, please contact Denise Stokes
dstokes@visitfrisco.com
(972) 292-5256

DR PEPPER STARCENTER-DEJA BLUE ARENA EXPANSION BREAKS GROUND FOR MORE SPORTS, MORE FUN, AND MORE SPECTATORS

Demand Increases For More Than Just Ice

(Frisco, Texas) July XX, 2008 – Expanded seating, indoor concerts, family shows, and more regional and national sporting competitions are in the works at the Dr Pepper StarCenter-Frisco-Deja Blue Arena.

Approximately 6,000 seats, a private club area, 12 executive suites, and a full service kitchen, are among the new amenities. Competitive tennis, cheerleading, gymnastics, figure skating, hockey, and other specialty sporting events will also increase.

Adjacent to world-class hotels, sporting venues, restaurants and shopping, the expansion will also open up a tremendous resource for all types of meetings, conferences, team building activities, and exhibitions.

"The Dallas Stars are very excited to be partnering with the City of Frisco in our expansion of the Deja Blue Arena. Once completed, the Arena will be one of the finest of its size in the nation. We look forward to hosting a wide variety of sporting events, conferences, concerts and shows," says Ed Reusch Vice President of the Dr Pepper StarCenters.

An expanded Deja Blue Arena delivers value in terms of its flexible use and economic impact to the City of Frisco. Construction is underway with an estimated completion date set just in time for the 2009 graduation season.

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TAAF Winter Games of Texas

An Amateur Athletic Event organized
by TAAF & the CVB

Discover Texas'
Rising
Star!

14 different sporting
events at various
locations around Frisco



Texas Tourism Facts

Office of the Governor, Economic Dev. & Tourism

Discover Texas'
Rising Star!

- 145 million leisure travel trips to Texas
- 53.8 billion direct travel spending / Up 9.3% over last year
- 521,000 jobs directly impact tourism
- \$770 million in local tax receipts
- \$3.4 billion in state tax receipts



Return on Investment

- For each dollar in the Texas Tourism Budget \$8.40 is returned in state taxes

Without this revenue, each household in Texas would have to pay \$860 in additional taxes



DFW Area Tourism Facts

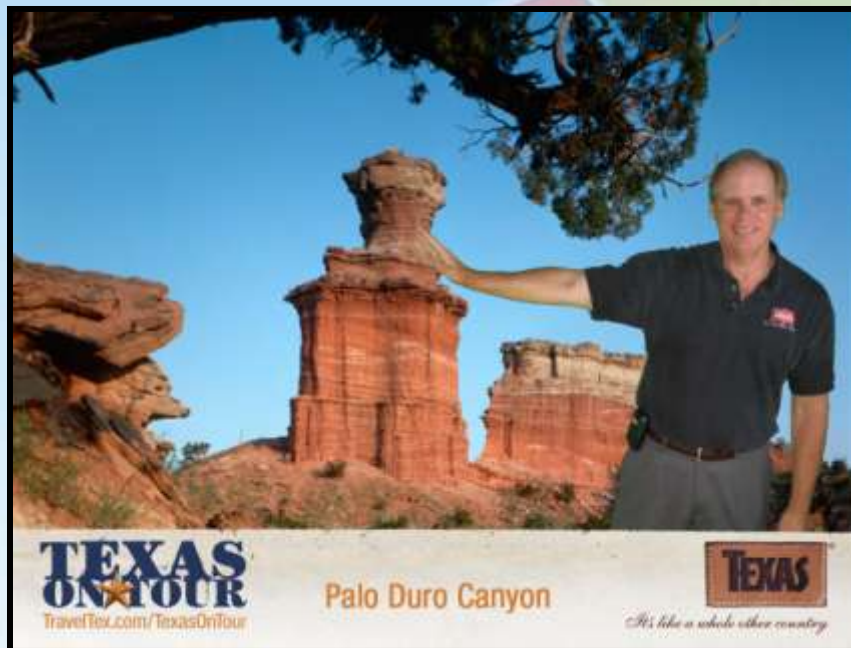
Texas Economic Dev-Travel Research Section 2006

Discover Texas'
Rising Star!

The Dallas-Fort Worth-Arlington MSA is the #1 tourism destination in Texas

Tourism spending in our area is \$14 billion – more than 1/3 of the state's tourism spending

Through tourism, the DFW area contributed \$855 million in local and state taxes



How Can You Help Frisco?



- Local campaign geared towards business retention and expansion and for encouraging local citizens to bring meetings and events to Frisco in order to generate economic impact into your community.



www.visitfrisco.com

972-292-5250

